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Message Text

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ACTION EUR-12

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E.O. 11652: N/A
TAGS: BEXP, BTIO, BE
SUBJ: COUNTRY COMMERCIAL PROGRAM: THIRD QUARTER PROGRESS REPORT

1. SUMMARY: THIRD QUARTER CONTINUED VERY ACTIVE, BUT WAS AFFECTED BY DEPARTURE OF ACA JUDITH M. HEIMANN AT END OF MAY AND LOSS OF HER POSITION. THIS LEAVES CAMPAIGNS 2 AND 3 WITHOUT A MANAGER. HIGHLIGHTS OF THE QUARTER WERE THE INTERNATIONAL INDUSTRIAL EQUIPMENT EXHIBITION CATALOG SHOW, A NON-GATEWAY VISIT-USA SEMINAR AND AN IN-STORE PROMOTION AT SARMA-PENNEY. DESPITE PERSONNEL LOSSES, THE FY-78 CCP REMAINS ON OR AHEAD OF SCHEDULE. END SUMMARY.

2. UNDER CAMPAIGN 1, THE EMBASSY PRESENTED A VERY SUCCESS-FUL CATALOG SHOW AT THE INTERNATIONAL INDUSTRIAL EQUIPMENT EXHIBITION, BRUSSELS EXHIBITION CENTER, MAY 28-JUNE 1, 1978. AN IMPORTANT FACTOR IN THE SUCCESS OF THIS SHOW WAS THE PARTICIPATION OF THE U.S. FIRM, DR. DVORKOVITZ AND ASSOC. WITH THE ASSISTANCE OF THE EMBASSY'S JOINT ADMINISTRATIVE SERVICES, THE LOCAL OFFICES OF SPERRY-RAND, THE R.T.T. (THE BELGIAN TELEPHONE COMPANY) AND DVORKOVITZ, WE WERE
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ABLE TO DISPLAY A COMPUTER TERMINAL AT THE CATALOG STAND GIVING DIRECT ACCESS TO DVORKOVITZ' COMPUTERIZED BANK OF LICENSABLE TECHNOLOGY IN FLORIDA. THIS PROVED TO BE AN EXTREMELY EFFECTIVE MEANS OF DRAWING AN AUDIENCE TO THE CATALOG DISPLAY.

3. UNDER CAMPAIGN 6, SARMA-PENNEY, LTD. COMPLETED A SUCCESS-

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FUL IN-STORE PROMOTION AND SUBMITTED ITS FINAL REPORT
WHICH HAS BEEN TRANSMITTED TO COMMERCE. THE EMBASSY ALSO
COMPLETED TWO STUDIES ON THE SHOE MARKET AS REQUESTED BY
COMMERCE.

4. ACTIVITY NO. 1 (SUPPORT OF STATE OFFICES). THE EMBASSY
ASSISTED IN ARRANGEMENTS FOR A VISIT TO BRUSSELS BY THE
GOVERNOR OF PENNSYLVANIA JUNE 29 AND 30.

5. ACTIVITY NO. 2 (INCREASED TRAVEL TO THE UNITED STATES).
THE EMBASSY ARRANGED FOR THE PRINTING OF AN UPDATED COUNTER
GUIDE FOR BELGIAN TRAVEL AGENTS (IN BOTH FRENCH AND DUTCH)
AND DISTRIBUTED 15,000 COPIES. WE ALSO TOOK ADS IN TWO
BELGIAN WEEKLIES, POURQUOIS PAS? (FRENCH) AND KNACK (DUTCH)
ANDTHEREBY GENERATED 500 REQUESTS FOR INFORMATION ON TRAVEL
TO THE US. RESPONDENTS TO THE ADS RECEIVED A COPY OF THE
EMBASSY PREPARED BILINGUAL BROCHURE, INFO-USA, AND A USA
MAP. A NON-GATEWAY VISIT-USA SEMINAR WAS HELD AT THE
BRUSSELS SHERATON ON APRIL 27 IN COOPERATION WITH THE STATE
OF KENTUCKY'S TOURISM PROMOTION OFFICE HERE. FAMILIARIZ-
ATION TRIPS FOR 15 TRAVEL AGENTS AND JOURNALISTS TO THE
UNITED STATES ARE PLANNED FOR THE NEXT QUARTER WITH THE
COOPERATION OF PAN AM, TWA AND SABENA. WE NOTE THAT BELGIAN
TRAVEL TO THE US IS UP MORE THAN ONE THIRD FOR THE FIRST
QUARTER OF CY 78 OVER 1977 AND WE EXPECT TO SEE AN EVEN
GREATER INCREASE LATER IN THE YEAR BECAUSE OF INCREASED
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BELGIAN AWARENESS OF HOW INEXPENSIVE THE US IS AS A VACAT-O
VACATION DESTINATION BECAUSE OF NEW LOW AIR FARES AND THE
REDUCED VALUE OF THE DOLLAR.

6. ACTIVITY NO. 4 (AVIATION AND AVIONICS). THE EMBASSY
SUBMITTED A COMPLETELY REVISED MARKET SURVEY IN THIS FIELD.
EMBOFF VISITED THE HANOVER AIR SHOW IN ORDER TO MEET WITH
US EXHIBITORS AND DISCUSS BELGIAN MARKET CONDITIONS WITH
THEM.

7. TRADE OPPORTUNITIES. 498 TRADE OPPORTUNITIES HAVE
BEEN SUBMITTED BY BRUSSELS AND ANTWERP DURING THE FIRST
THREE QUARTERS OF FY-78 VERSUS 300 PROJECTED FOR THE FULL
FY IN THE CCP. MOST CAMPAIGNS ARE WELL AHEAD OF SCHEDULE
IN TERMS OF TO'S ALTHOUGH SUBMISSIONS RELATED TO POST
ACTIVITIES ARE LAGGING SOMEWHAT. FOLLOWING IS A BREAK-
DOWN BY CAMPAIGN OF TO SUBMISSIONS VERSUS PROJECTIONS FOR
THE THIRD QUARTER:

CAMPAIGN	CCP PROJECTION	SUBMISSIONS	PERCENT
1) METALWORKING	25	41	164
2) HEALTH CARE/MEDICAL	25	39	156
3) LAB. INSTRUMENTS	20	37	185

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4) BUILDING EQPT./MAT. 40 47 118
5) ELECTRONICS 20 85 425
6) CONSUMER GOODS 40 61 153
7) PORT & HARBOR 15 7 47
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